

Increasing HPV Vaccination Rates

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Safety Net Summit

October 4, 2016

HPV **VACs**

Vaccinate **A**dolescents against **C**ancers





Agenda


- ACS' work in HPV vaccination
- Cancer incidence & HPV Vaccination
- Increasing vaccination rates in a clinical setting
- New at ACS

Two CDC Grant Awards

\$500,000/year
for 2 years

\$1.3 million/year
for 5 years

The National HPV Vaccination Roundtable



Taking Action to Help Save Lives

The purpose of the National HPV Vaccination Roundtable is to increase HPV vaccination coverage. Key activities include increased awareness, provider education, public education, systems changes, and health policy efforts. The American Cancer Society has led the development of the Roundtable by convening a national coalition of public, private, and voluntary organizations dedicated to increasing HPV vaccination coverage in the United States. Through coordinated leadership, strategic planning, and action, we can reduce HPV-associated cancers and related deaths.

HPV Vaccination and Cancer

Nearly all cases of cervical cancer are caused by infection with high-risk types of human papilloma virus (HPV). The virus also has been linked to cancers of the vagina, vulva, anus, penis, and throat.

HPV vaccination prevents infection by virus types that cause the vast majority of these cancers and genital warts, but the vaccine works only if given well before an infection occurs. That's why, in part, the American Cancer Society recommends it at ages 11 to 12. Vaccination at these younger ages also leads to a greater immune response.

Despite the power of HPV vaccination to prevent cervical cancer, only one-third of adolescent girls have completed the 3-dose series. The CDC reports that vaccination coverage increased slightly between 2012 and 2013 but remains too low.

In 2014, the President's Cancer Panel released a report calling "underuse of HPV vaccines a serious but correctable threat to progress against cancer."

What the Society Will Do

The National HPV Vaccination Roundtable develops and implements pilot projects focused on overcoming barriers to HPV vaccination by focusing on five priority areas:


- **Providers** – Strengthen HPV vaccination recommendations and decrease missed opportunities.
- **Parents** – Educate and raise awareness about the importance of vaccinating males and females ages 11-12 to prevent cancers and to increase acceptance of vaccination against HPV infection.
- **Systems** – Address barriers such as the inadequate reimbursement for vaccine administration and the lack of reminder systems.
- **Policies** – Maximize access to and opportunities for vaccination (e.g., by considering alternative settings such as pharmacies).
- **Health Disparities** – For underserved populations at highest risk for cervical and other HPV-associated cancers, address barriers including cultural factors, distrust of the medical system, and limited access to health care.

To Find Out More

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This publication was supported by grant #1H23IP000931-01, funded by the Centers for Disease Control and Prevention.

cancer.org | 1.800.227.2345



HPV VACs

Vaccinate Adolescents against Cancers



Taking Action to Save Lives

The HPV VACs Project (Vaccinate Adolescents against Cancers) is aimed at increasing HPV vaccination rates for adolescents across the nation through improved provider awareness and education and improved system-wide processes. With a 6.4 million dollar grant from the Centers for Disease Control and Prevention, ACS will expand current cancer prevention and early detection activities with federally qualified healthcare centers (FQHCs) to increase HPV vaccination through improved provider awareness and education and improved system-wide processes. Additionally, ACS will partner with state health departments and other state-based entities to facilitate systems changes that increase the availability and utilization of the HPV vaccine.

HPV Vaccination and Cancer

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What We Will Do?

- Provide direct clinician outreach and training activities through 30 FQHC Partnerships
- Implement 2-year Practice Change Pilot projects with FQHCs to increase HPV vaccination rates
- Develop and implement Electronic Health Record and other tracking tools to measure vaccination processes and rates
- Partner with state health departments and state-based health care plans to provide clinician education and training
- Disseminate CDC and other evidence-based educational materials to clinicians and constituents
- Increase national partnerships that strengthen HPV vaccination rates

How Do I Find Out More?

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Molly Black, Project Manager | molly.black@acs.org

This project is supported in part by CDC Cooperative Agreement Number 1H23IP000953-01.



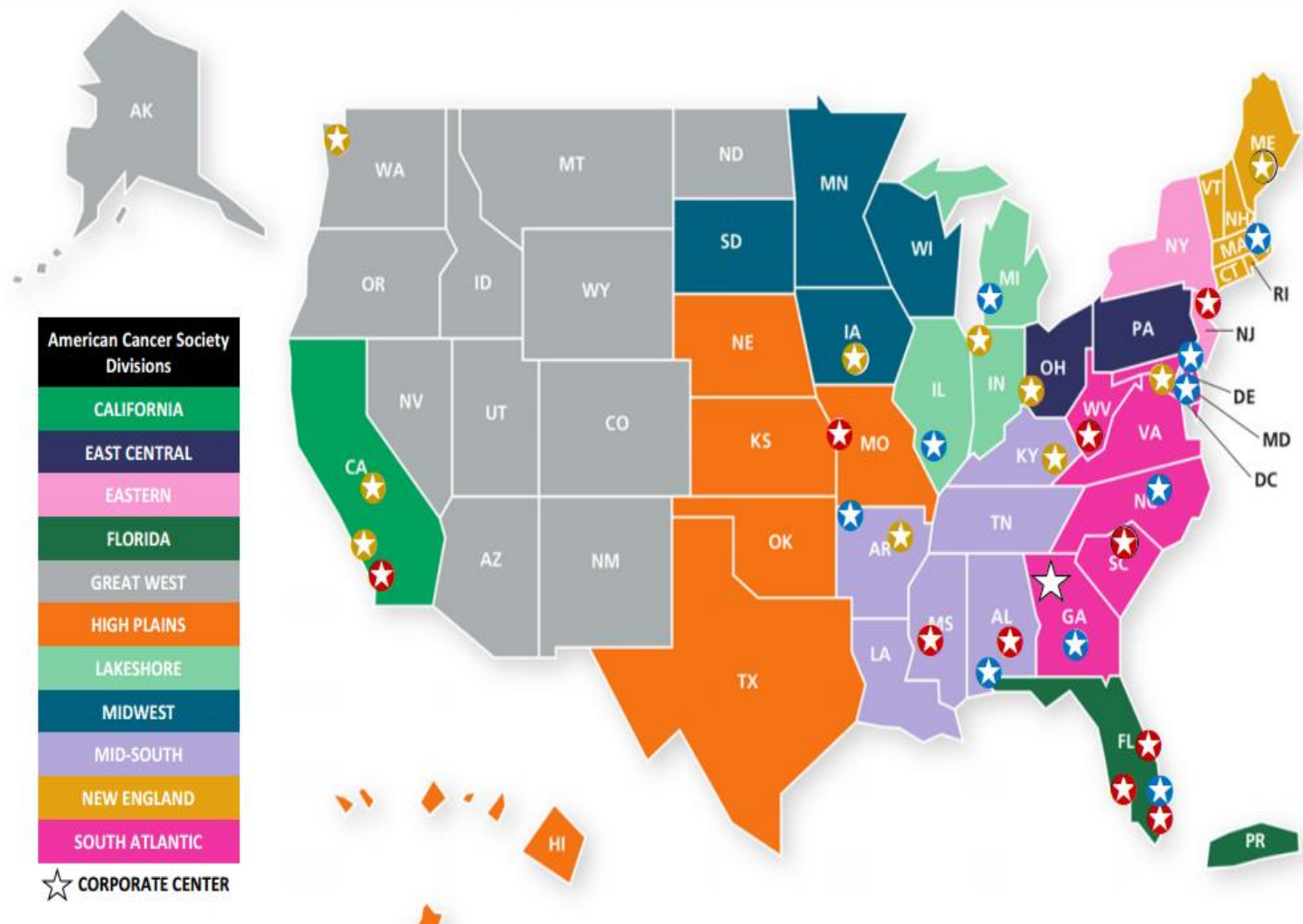
HPV VACs Program

(Vaccinate Adolescents against Cancers)



Goal: Increasing HPV vaccination rates for adolescents across the nation through improved provider awareness and education and improved system-wide processes, with a focus on adolescents ages 11 to 12

2015-2016 FQHC Pilot Sites



HPV Vaccination Roundtable

A national coalition of organizations working to reduce the incidence of and mortality from HPV-associated cancers



Cancer Prevention Saves Lives

27,000 new cancers are caused by HPV each year

That's 1 new case every 20 minutes



330,000 women undergo treatment for pre-cancers

Cancers Caused by HPV, U.S.

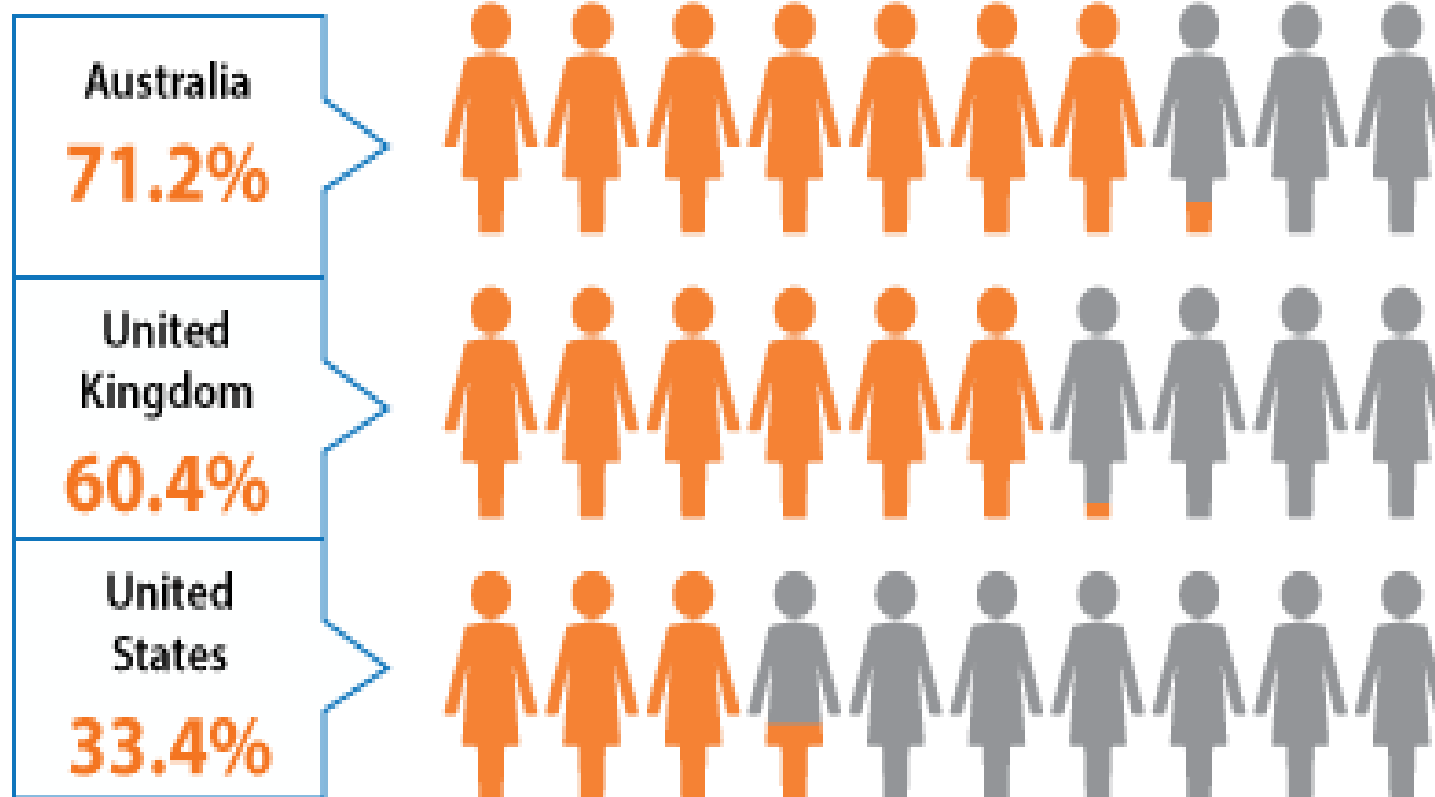
Cancer site	Average number of cancers per year probably caused by HPV			Percentage per year
	Male	Female	Both Sexes	
Anus	1,400	2,600	4,000	91%
Cervix	0	10,400	10,400	91%
Oropharynx	7,200	1,800	9,000	72%
Penis	700	0	700	63%
Vagina	0	600	600	75%
Vulva	0	2,200	2,200	69%
TOTAL	9,300	17,600	26,900	

Cancer Prevention Saves Lives

We have a **SAFE** and **EFFECTIVE** tool to prevent this cancer burden

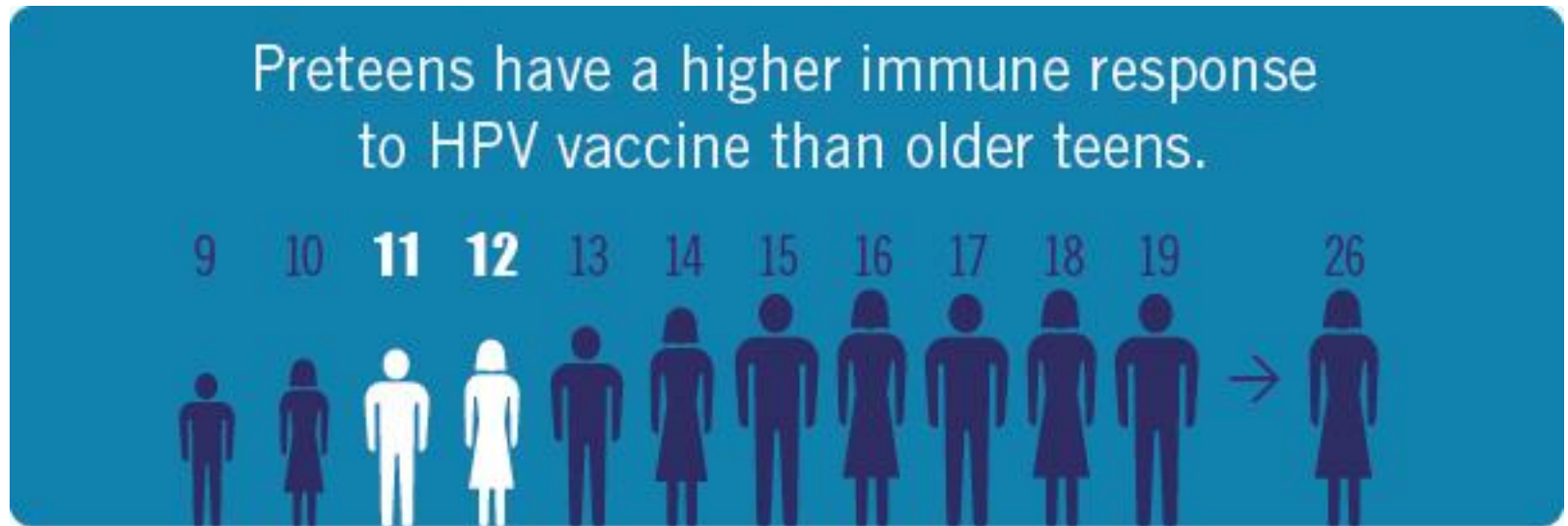


HPV Vaccine Three-Dose Coverage



Among Girls in High-Income Countries

HPV Vaccine is Best at Ages 11 or 12 Years



While there is very little risk of exposure to HPV before age 13, the risk of exposure increases thereafter



ACS HPV Vaccination Work in Utah

- You are the Key to HPV Cancer Prevention
- Utah HPV Vaccination Workgroup
- HPV VACs Quality Improvement Partnerships



You are the Key to HPV Cancer Prevention

Understanding the Burden of HPV Disease,
the Importance of the HPV Vaccine Recommendation,
and Communicating about HPV Vaccination

Deanna Kepka, PhD, MPH

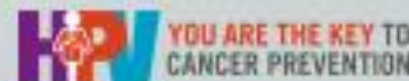
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June 22, 2016

Funding for this presentation was made possible by the Centers for Disease Control and Prevention Grant No. 1H23IP000960-02 to the National AHEC Organization. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices or organizations imply endorsement by the U.S. Government.

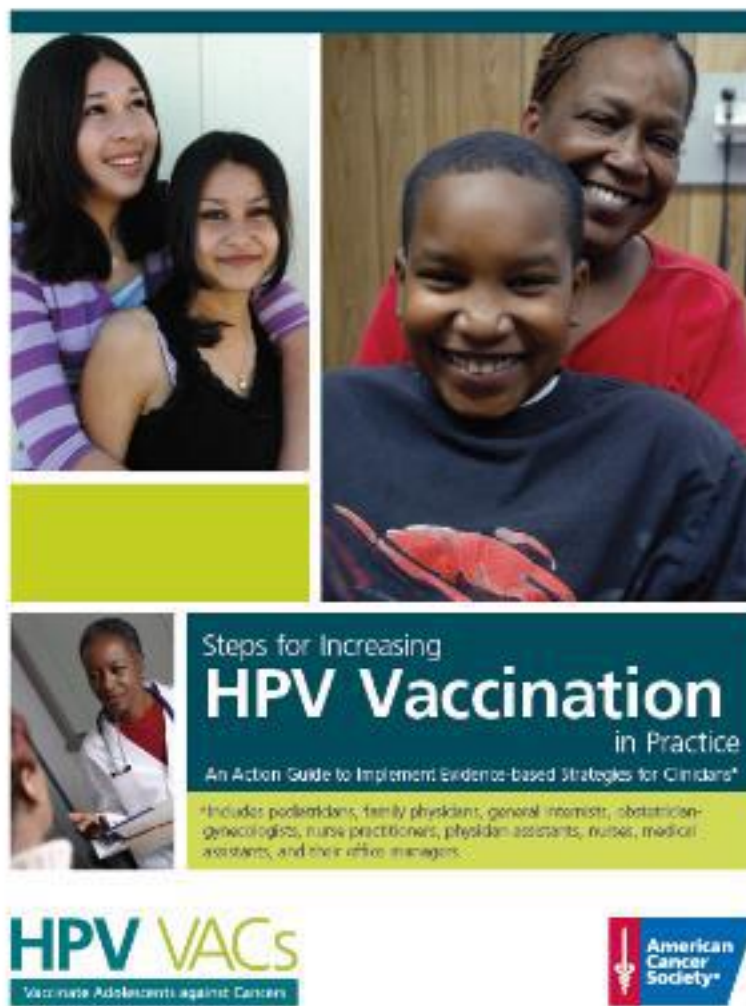




Utah HPV Vaccination Workgroup

- CDC HPV Workshop
 - Purpose: Assist CCC coalitions with increasing HPV vaccination uptake in their state
- Action Plan
 - Develop workgroup membership
 - Environmental Scan of current activities
 - Provider training

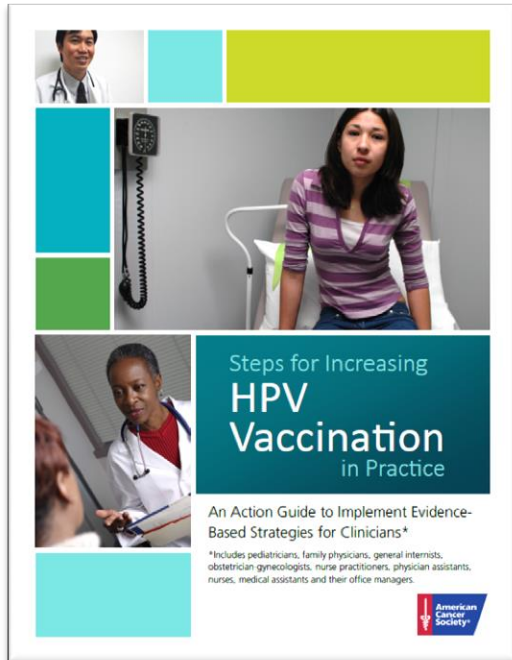
HPV VACs Quality Improvement Partnerships



HPV VACs Implementation Process



Strategies to Increase Vaccination Rates



Assemble
a Team



Vaccinate
All 11-12
Year Olds

Engage &
Prepare
All Staff

Make a
Plan

Strategy Overview:

Increasing HPV Vaccination

Assemble a Team

Identify an HPV Vaccination Champion

Form a Quality Improvement Team for HPV Vaccination

Identify External Organizations and Resources to Support Your Efforts

Make a Plan

Identify opportunities to increase HPV vaccination

Determine baseline vaccination coverage levels for 11-12 year olds

Design your clinic's HPV vaccination strategy

Engage & Prepare All Staff

Engage all clinical & non-clinical staff in the effort

Prepare the clinic systems (e.g., EHR modifications, vaccine supplies)

Prepare the parent & the patient

Prepare clinicians (training, build skills, provider educational material)

Vaccinate All 11-12 Year Olds

Providers Make a Strong Recommendation

Prompt the Clinical Team

Increase Access


Track Series Completion & Follow Up

Measure and Improve Performance

Resources

For Parents & Clinical Teams

- CDC
- Intermountain West HPV Vaccination Coalition
- National HPV Roundtable
- Utah Department of Health
- cancer.org
- *Someone You Love*



Talking to parents about HPV VACCINE

Make a Bundled Recommendation

Recommend HPV vaccine the same way and on the same day you recommend Tdap and meningococcal vaccines. A strong recommendation from you is the main reason parents decide to vaccinate.

You can say "your preteen needs three vaccines that provide protection against HPV, tetanus, and meningitis."

Hearing "HPV vaccine" makes the decision about HPV vaccination easier.


Address Parents' Questions

Help them understand why the vaccine is needed at age 11 or 12, let them know that like any other vaccine, they want their children protected long before exposure.

Tips and Time-savers for Talking with Parents about HPV Vaccine

Recommend the HPV vaccine series the same way you recommend the other adolescent vaccines. For example, you can say "Your child needs these shots today" and name all of the vaccines recommended for the child's age.

Parents may be interested in vaccinating, yet still have questions. Taking the time to listen to parents' questions helps you save time and give an effective response. CDC research shows these straightforward messages work with parents when discussing HPV vaccine—and are easy for you or your staff to deliver.



CDC RESEARCH SHOWS: The "HPV vaccine is cancer prevention" message resonates strongly with parents. In addition, studies show that a strong recommendation from you is the single best predictor of vaccination.

TRY SAYING: HPV vaccine is very important because it prevents cancer. I want your child to be protected from cancer. That's why I'm recommending that your daughter/son receive the first dose of HPV vaccine today.

CDC RESEARCH SHOWS: Disease prevalence is not understood, and parents are unclear about what the vaccine actually protects against.

TRY SAYING: HPV can cause cancers of the cervix, vagina, and vulva in women, cancer of the penis in men, and cancers of the anus and the mouth or throat in both women and men. There are about 26,000 of these cancers each year—and most could be prevented with HPV vaccine. There are also many more precancerous conditions requiring treatment that can have lasting effects.

CDC RESEARCH SHOWS: Parents want a concrete reason to understand the recommendation that 11–12 year olds receive HPV vaccine.

TRY SAYING: We're vaccinating today so your child will have the best protection possible long before the start of any kind of sexual activity. We vaccinate people well before they are exposed to an infection, as is the case with measles and the other recommended childhood vaccines. Similarly, we want to vaccinate children well before they get exposed to HPV.

CDC RESEARCH SHOWS: Parents may be concerned that vaccinating may be perceived by the child as permission to have sex.

TRY SAYING: Research has shown that getting the HPV vaccine does not make kids more likely to be sexually active or start having sex at a younger age.

CDC RESEARCH SHOWS: Parents might believe their child won't be exposed to HPV because they aren't sexually active or may not be for a long time.

TRY SAYING: HPV is so common that almost everyone will be infected at some point. It is estimated that 79 million Americans are currently infected with 14 million new HPV infections each year. Most people infected will never know. So even if your son/daughter waits until marriage to have sex, or only has one partner in the future, he/she could still be exposed if their partner has been exposed.

CDC RESEARCH SHOWS: Emphasizing your personal belief in the importance of HPV vaccine helps parents feel secure in their decision.

TRY SAYING: I strongly believe in the importance of this cancer-preventing vaccine, and I have given HPV vaccine to my son/daughter/grandchild/niece/nephew/friend's children. Experts (like the American Academy of Pediatrics, cancer doctor, and the CDC) also agree that this vaccine is very important for your child.

CDC RESEARCH SHOWS: Understanding that the side effects are minor and emphasizing the extensive research that vaccines must undergo can help parents feel reassured.


TRY SAYING: HPV vaccine has been carefully studied by medical and scientific experts. HPV vaccine has been shown to be very effective and very safe. Like other shots, most side effects are mild, primarily pain or redness in the arm. This should go away quickly, and HPV vaccine has not been associated with any long-term side effects. Since 2006, about 57 million doses of HPV vaccine have been distributed in the U.S., and in the years of HPV vaccine safety studies and monitoring, no serious safety concerns have been identified.

CDC RESEARCH SHOWS: Parents want to know that HPV vaccine is effective.


TRY SAYING: In clinical trials of boys and girls, the vaccine was shown to be extremely effective. In addition, studies in the U.S. and other countries that have introduced HPV vaccine have shown a significant reduction in infections caused by the HPV types targeted by the vaccine.

CDC RESEARCH SHOWS: Many parents do not know that the full vaccine series requires 3 shots. Your reminder will help them to complete the series.

TRY SAYING: I want to make sure that your son/daughter receives all 3 shots of HPV vaccine to give them the best possible protection from cancer caused by HPV. Please make sure to make appointments on the way out, and put those appointments on your calendar before you leave the office today!



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



YOU ARE THE KEY TO CANCER PREVENTION

www.cdc.gov/vaccines/imz/PreventVaccines/cdc.gov

Posters in English & Spanish



The poster features a large white door graphic on an orange background. The door is slightly ajar, revealing a white interior. On the left side of the door, the text "You're not opening the door to sex." is written in white. On the right side, the text "You're closing the door to cancer." is written in orange. Below the door, the text "HPV vaccine is cancer prevention." is written in white, followed by "Talk to your child's doctor about vaccinating your 11-12 year old against HPV." and the website "www.cdc.gov/vaccines/teens". At the bottom, there are logos for the CDC, the U.S. Department of Health and Human Services, and the "YOU ARE THE KEY TO HPV CANCER PREVENTION" campaign.

You're not opening the door to sex.

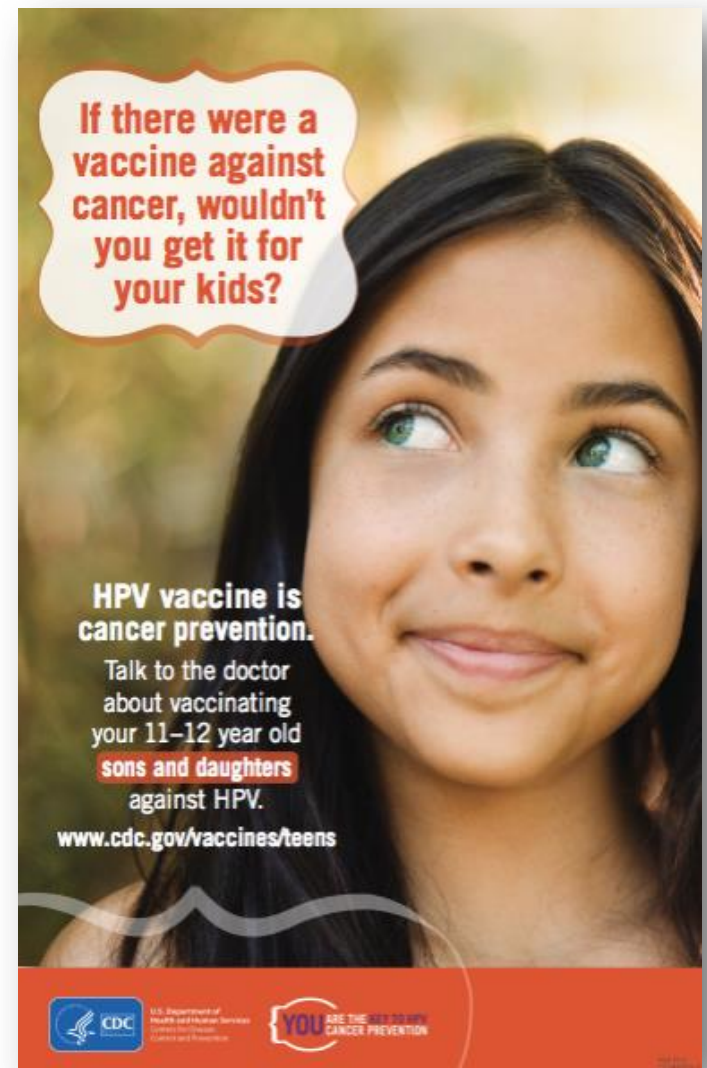
You're closing the door to cancer.

HPV vaccine is cancer prevention.

Talk to your child's doctor about vaccinating your 11-12 year old against HPV.

www.cdc.gov/vaccines/teens






The poster features a close-up of a young woman with long dark hair and green eyes, looking upwards and to the right with a slight smile. A white speech bubble with an orange border contains the text "If there were a vaccine against cancer, wouldn't you get it for your kids?". Below the speech bubble, the text "HPV vaccine is cancer prevention." is written in white, followed by "Talk to the doctor about vaccinating your 11-12 year old sons and daughters against HPV." and the website "www.cdc.gov/vaccines/teens". At the bottom, there are logos for the CDC, the U.S. Department of Health and Human Services, and the "YOU ARE THE KEY TO HPV CANCER PREVENTION" campaign.

If there were a vaccine against cancer, wouldn't you get it for your kids?

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Talk to the doctor about vaccinating your 11-12 year old sons and daughters against HPV.

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If there were a
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HPV vaccine is
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Talk to the doctor
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against HPV.


www.cdc.gov/vaccines/teens



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

YOU ARE THE KEY TO HPV
CANCER PREVENTION

Distributed by:



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**YOU ARE THE KEY TO
CANCER PREVENTION**

Video and Audio Resources

For Preteens and Teens

For Health Care Professionals

For Partners

Teen Vaccination Coverage

Multimedia Products

Print Materials

► **Video and Audio Resources**

Online Resources

Matte Articles

References and Publications

Video and Audio Resources


This page lists all podcasts, videos, and PSAs related to preteen and teen vaccines and the diseases they prevent including HPV, meningitis, and pertussis.

On this Page

- Videos
- Podcasts and PSAs


Preteen and Teen Videos

For Parents and Providers Vaccines




[La vacuna contra el VPH es prevención del cáncer. El Dr. Azziz explica por qué es tan importante como un médico y un padre](#) (to preview the low resolution version, click the play button.)
HPV vaccine is cancer prevention. Dr. Azziz explains as a doctor and parent why it's so important.
Running Time: 0:31
Date Released: 4/4/2014

[Broadcast Quality Version](#)
Use the CDC Media Resources to download the preteens and teens PSA and other CDC Immunization PSAs in Broadcast Quality Quicktime MOV format.




[HPV vaccine is cancer prevention!](#) (to preview the low resolution version, click the play button.)
A cervical cancer survivor shares that her personal experience makes her dedicated to protecting her own children from HPV-related cancers.
Running Time: 0:30
Date Released: 11/20/2013

[Broadcast Quality Version](#)
Use the CDC Media Resources to download the preteens and teens PSA and other CDC Immunization PSAs in Broadcast Quality Quicktime MOV format.



[Doctors recommend HPV vaccine!](#) (to preview the low resolution version, click the play button.)
A pediatrician who is also a mom reminds us that HPV vaccine is important.
Running Time: 0:30
Date Released: 11/20/2013

[Broadcast Quality Version](#)
Use the CDC Media Resources to download the preteens and teens PSA and other CDC Immunization PSAs in Broadcast Quality Quicktime MOV format.



[Close the Door to Cancer!](#) (to preview the low resolution version, click the play button.)

Related Links

[Vaccine Information Statements](#)

[Basics and Common Questions](#)

[Why Immunize?](#)

[Vaccines: The Basics](#)



New at ACS

- HEALE: Healthy Eating, Active Living & Environment
- Hope Lodge
- Colorectal Cancer Roundtable



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